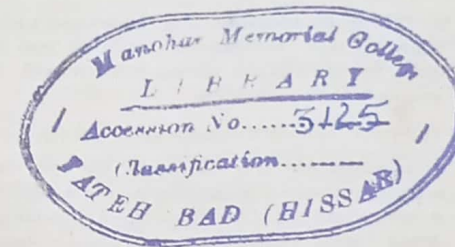


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SECOND EDITION

BASIC MARKETING

Concepts, Decisions, and Strategies

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